

ANYWHERE — ANYTIME

PRATT & LAMBERT
Effecto
REG. TRADE MARK
ENAMEL

OUTSIDE and INSIDE



OUTSIDE



SIDE





THE lustrous high gloss of the new Effecto Enamel brings bright, fresh beauty to so many old and shabby things around the house, inside and outside. Your choice of sparkling hues or delicate tints will add just the right touch of color.

The new Effecto is a modern synthetic enamel, the result of years of research by the great Pratt & Lambert laboratories.

In durability, Effecto stands alone! It ruggedly resists water, wear and weather, and remains bright. Effecto possesses great color retention and resistance to marring, chipping, powdering and chalking, when used outside. Inside its even longer life is a joy, not forever, but for a long, long time.

Effecto flows on easily and freely, leveling smoothly without unsightly brush marks.

It is amazing what just one coat of Effecto will do over an old finish in good condition. It hides and covers perfectly. It dries quickly to a very hard but elastic film that washes like a china dish.

On new surfaces, use a first coat of Effecto Primer, tinting the Primer with a little of the Effecto Enamel color to be used for the finish coat. Follow with one or two coats of Effecto.

LAMBERT

EFFECTO ENAMEL

**FOR OUTDOOR AND INSIDE USE
ANYTIME!**



The uses of Effecto Enamel, outdoors and indoors, are almost innumerable. Here are only a few:

Automobiles	Kitchen Cabinets	Safes
Baby Carriages	Lamp Posts	Shelves
Bicycles	Lawn Furniture	Snow Plows
Bird Cages	Lunch Boxes	Snow Shovels
Boats	Machinery	Storm Sash
Canisters	Mail Boxes	Stoves
Fire Escapes	Milk Cans	Stove Pipes
Flower Pots	Motorcycles	Tools
Furniture	Motors	Towel Racks
Garden Tools	Pails	Walls
Gas Pumps	Picture Frames	Waste Baskets
Hampers	Porch Furniture	Water Coolers
Hydrants	Power Tools	Window Boxes
Iron Fences	Refrigerators	Woodwork

The difference in cost between ordinary colored enamel and Effecto is just a few cents, but the difference when you put it on, is the difference between hard work and a pleasant task; the difference between a short-lived job and a faultless, durable finish that gives long satisfaction.

Effecto is **your** enamel, if you want beautiful, long-lasting, lustrous colors on hard-to-keep-painted surfaces, inside or outside. Just give it a trial. You will find that you have made a real discovery!

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PRATT &

E^{REG.}*ffecto*^{TRADE MARK}

A tough, durable, quick-drying enamel
both **outside** and **inside**, on wood and



BONE WHITE



MIST GREEN



DUBLIN GREEN



SPANISH ORANGE



CANARY YELLOW



NANTUCKET BLUE



ROYAL BLUE



INDIAN RED

ALSO MADE IN WHITE

AMBERT

ENAMEL

IN

of most modern formulation, for use
metal — most any kind of surface.



IVORY



POWDER BLUE



FRENCH GREEN



CREAM



GRENADIER RED



MERCURY GRAY



BOTTLE GREEN



CONGO BROWN

BLACK AND PRIMER

DO NOT GAMBLE
WITH CHEAP PAINTS OR VARNISHES
THEY ARE COSTLY AT ANY PRICE



REMEMBER THIS TRADE MARK

This trade mark represents honest paint and varnish, made on a quality basis, to provide most economical results to the home owner.

When considering comparative costs of paint and varnish, remember that the expense of applying an inferior product is the same as the expense of applying a paint or varnish that will last two, and in some cases three times as long.

Real economy in paint and varnish is not based on the price per gallon but on the amount of surface each gallon will cover and on the number of years of satisfactory service.

Paint and varnish quality becomes evident only after it is applied and subjected to a long period of exposure. Thus, real economy and satisfaction in paint and varnish can be obtained only by using dependable products of a recognized standard of quality.

For the outside of the house, for the interior walls, floors and furniture — for everything in and about your home, there is a Pratt & Lambert paint, varnish or enamel especially designed to do that particular job better — to insure the utmost in beauty, durability and economy.

Whatever your paint, varnish or enamel job may be, let the name Pratt & Lambert and the trade mark shown above be your assurance that you will receive the **maximum** in beauty and protection at the **minimum ultimate cost**.

PRATT & LAMBERT-INC.

Paint & Varnish Makers

NEW YORK

BUFFALO

CHICAGO

FORT ERIE, ONTARIO